

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 100951Z MAY 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 6057

UNCLAS BANGKOK 13232

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI - PRAE PITTAYA LTD.

REF: USDOC 5513

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0040400
4. PRAE PITTAYA LTD. PARTNERSHIP
4A. CODE: K
5. 716-718 WANG BURAPA, P.O. BOX 914
6. BANGKOK, THAILAND
7. ESTABL: 1953 8. EMPL: 30 9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: THAILAND
12. RPT. DATE: 05/76
13A. 27310/135 IMP.DIST.RETL. OF TEXT BOOKS, FICTION AND
NON-FICTION BOOKS
13B. 27210/135 IMP.DIST.RETL. OF MAGAZINES AND PERIODICALS
13C. 39510/135 IMP.DIST.RETL. OF BALLPOINT PENS
14. CONTACT: MR. CHITT PRAEPANICH TITLE: MANAGER
15. CABLE: PRAEPITTAYA 16. TELEX: N/A 17. TEL: 2214283
18. FINANCIAL REFS: BANGKOK BANK, PLABPLACHAI ROAD, BANGKOK;
BANGKOK METROPOLITAN BANK, RAJAWONGSE ROAD, BANGKOK.
19. TRADE R
?(:&4-2-HILL, INC., 1221 AVENUE OF THE
AMERICAS, NEW YORK, N.Y. 10020; LINDY PEN COMPANY, 7250
LAVRELL CANYON BLVD., HOLLYWOOD, CALIF. 91605;
PRETICE-HALL, INC., ENGLEWOOD CLIFFS, NEW JERSEY 07632
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20. AGENCY REP: LINDY PEN COMPNAY, 7250 LAVRELL CANYONG

BLVD., HOLLYWOOD, CALIFORNIA 91605 FOR BALLPOINT PENS,
ACQUIRED 1968.

21. SUBJECT FIRM WAS ESTABLISHED AND REGISTERED IN 1953
AS A PARTNERSHIP WITH INITIAL CAPITAL OF \$25,000. ITS
PRESENT AUTHORIZED CAPITAL IS NOW \$250,000. FIRM IS
CONSIDERED ONE OF THE LARGEST IMPORTERS, WHOLESALERS AND
RETAILERS OF A WIDE VARIETIES OF BOOKS, MAGAZINES,
PERIODICALS, AND STATIONERY. IT ALSO PUBLISHES THAI
NOVELS AND ACADEMIC BOOKS. ITS RETAIL OUTLET IS LOCATED
IN ONE OF BANGKOK'S BOOK SELLING CENTERS. SUBJECT IS
CLOSELY AFFILIATED WITH PRAEPITTAYA PERGANON CO., LTD.,
WHICH IMPORTS AND SELLS HOTEL SUPPLIES AND
ELECTRICAL EQUIPMENT. LOCAL BANKS REPORT THAT PRAE
PITTAYA HAS MAINTAINED PROPERLY CONDUCTED ACCOUNTS
AND HAS BEEN GRANTED CREDIT FACILITIES WITH GOOD
RESULTS. SUBJECT FIRM IS CONSIDERED TO BE A GOOD TRADE
CONTACT FOR U.S. SUPPLIERS.

22. PREPARED BY: SOMSAK APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BANGKO13232
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760179-0955
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760573/aaaackwb.tel
Line Count: 81
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUN 2004 by wolfsd>; APPROVED <23 SEP 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI - PRAE PITTAYA LTD.
TAGS: BEXP, TH
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006